

Privileged and Confidential

June 1994

Possible Outdoor/Indoor Monitoring Studies
in Latin America

We have a European consultant who is ideally positioned to oversee monitoring studies in Latin America designed to show the impact of outdoor pollution, particularly from vehicle exhausts, upon indoor air quality. He has conducted many such studies elsewhere, written widely on the subject, given related advice to legislators and government agencies, made many trips to Latin America (including 15 trips to Brazil alone), and presented lectures and seminars on this topic in the region. He also has many former students in places of influence within the region. He has his own contacts with research institutes and others in region, all of which usefully supplement ours.

He prefers to conduct such studies separately from BAT and in accordance with a protocol satisfactory to him. This means that they should also be largely separate from the existing consulting program. Once done, however, the results could be used in connection with other studies and events conducted under the consultant program.

He proposes to arrange for his own equipment. He would not use the Reynolds/PM cases, about which he is sceptical. He would conduct paired monitoring (one indoors and one simultaneously just outside) at 20 to 30 locations in each city. The simple analyses would be performed locally, and the more complex ones in London. Conceivably, one point of overlap with the existing program is that consultant scientists in Brazil could be used for the local analyses. The monitoring locations would be designed to provide representative samples for the entire city. All of the principal air constituents would be covered, including volatile organic compounds. He is confident that the monitoring's results would show (a) the substantial impact of outdoor pollution upon indoor air quality, and (b) the relative insignificance of ETS. He has already presented papers in several Latin American countries making these points, but monitoring studies would confirm both contentions.

He would organize the studies and arrange local cooperation and analyses during a preliminary trip. This could be done in July. The studies themselves could be conducted in October or November, depending on the availability of the equipment and necessary arrangements. Depending on the number of sites, and the promptness of our decision, analyses could be complete by the year's end. If possible, they would be completed sooner. A qualified post-graduate scientist would spend two weeks or so in

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- 2 -

each location, taking as many samples as possible. We could, if we wish, help to select appropriate sites. The resulting data could be used as the basis for a number of papers, focused upon different aspects and issues. The data could also be combined and contrasted with data from Asia and Europe. Indeed, the proposed study could be the nucleus of a worldwide series of monitoring visits.

Within reason and subject to scheduling, he would be prepared to present papers or lectures, or give interviews, wherever we wished. His willingness to participate would, of course, depend upon his other commitments and whether a proposed event were scientifically credible and respectable.

All study costs, apart from subsequent merchandising, would be \$50,000 for the first location. I offered Sao Paulo as the probable first choice. Each additional location (for example, Caracas, Quito and/or Buenos Aires) would cost an additional \$10,000. He is anxious to do multiple locations because this would greatly enhance the study's scientific value and impact. A program of seasonal re-monitoring, so as to have winter as well as summer data, would again cost \$10,000 for each re-visit. He will attempt to supplement these amounts by obtaining sponsorship from non-tobacco companies and agencies. Among other advantages, this will permit him to attribute sponsorship to other industries and companies as well as Philip Morris. He is reasonably confident of his ability to find other sponsors, although perhaps for relatively nominal amounts.

The costs described above would include all equipment, an initial organizational trip, the analyses, and the time and costs of a post-graduate scientist to conduct the monitoring. They should, in other words, be comprehensive apart from any trips or events to merchandise the results selected by us in coordination with him.

The schedule above depends upon reasonable notice that we wish to go forward. His own schedule is crowded, and it should not be assumed that a day's delay in our decision-making would mean only a day's delay in the study's conclusion. A significant delay might push the monitoring into next spring.

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